

ABSTRACT OF THE DISCLOSURE

A polysaccharide conjugate comprises a polysaccharide attached to a particle carrying perfume, the polysaccharide conjugate being capable of binding to cellulose. Preferred polysaccharides include tamarind seed xyloglucan, locust bean gum and enzyme modified guar. Because the polysaccharides conjugate binds to cellulose, which is present in cotton and other fabrics, paper, etc., binding of the conjugate to cellulose brings the perfume-bearing particle into close proximity to a surface of or containing cellulose. The invention thus enables targeting of perfume-bearing particles to such surfaces. The invention also provides a product incorporating the polysaccharide conjugate of the invention. The product is conveniently a laundry product such as a fabric washing product, e.g. a detergent product, or a fabric conditioning product. The invention also provides a method of targeting binding of a particle carrying perfume to cellulose by use of the polysaccharide conjugate of the invention.